



EAR > Île-de-France

Radio audience in Île-de-France: January-March 2024



Médiamétrie publishes radio audience results, in Île-de-France over the 1st January to 31st March 2024 period, measured on a population of 4 866 individuals aged of 13 years and over.

On an average Monday-Friday day (5am – midnight), radio reach 6,4 millions of 13 years and over, for an average listening time of 2h33 per listener.

Characteristics of the period during the week (Monday-Friday)

Table with 4 columns: Metric, January - March 2024, November - December 2023, January-March 2023. Rows include: Number of weekdays of the wave, Number of Days of Least Activity, Number of school holidays, Activity rate excluding DLAs.

(1) Activity rate: share of employed individuals having carried out their professional activity on the same day as the interview.

The audience results are based on the "Monday-Friday" time frame, excluding the Days of Least Activity (DLA), days for which the activity rate is below 55%. For the period January-March, 3 DLAs was recorded : Monday the 1st January, Tuesday the 2nd January and Wednesday the 3rd January 2024.

Radio Audience in Île-de-France, Population aged of 13 years and over (Monday-Friday)

Table with 16 columns: Time slot, AM%, AM 000, AC%, AC 000, DEA h/mm, November - December 2023 (AM%, AM 000, AC%, AC 000, DEA h/mm), January - March 2023 (AM%, AM 000, AC%, AC 000, DEA h/mm). Rows include: 5h - 24h, 7h - 9h.

In this press release, only stations, networks and coupling subscribing to the survey and having achieved 1% cumulative audience Monday-Friday (5 a.m. – midnight).



Radio Audience from Monday to Friday (5am - midnight)

	January - March 2024		November - December 2023		January - March 2023		
	CA	Audience Share	CA	Audience Share	CA	Audience Share	
	%	%	%	%	%	%	
RADIO IN GENERAL	61,5	100,0	62,3	100,0	62,0	100,0	
General-interest programs	Total	29,7	42,3	29,8	38,4	28,9	41,3
Including							
EUROPE 1		4,9	5,6	4,9	4,3	4,4	4,1
FRANCE INTER		14,4	18,8	13,6	14,9	12,8	16,1
RMC		4,9	5,9	5,9	6,3	6,1	7,2
RTL		8,4	11,4	9,2	12,4	8,8	12,5
Music programs	Total	21,8	19,9	23,2	21,8	22,4	22,5
Including							
CHERIE FM		2,3	1,3	3,0	3,1	2,5	2,3
EUROPE 2		1,2	0,5	1,2	0,7	1,6	0,9
FUN RADIO		1,8	0,9	1,6	1,2	1,6	1,7
NOSTALGIE		3,1	3,1	3,9	3,7	2,7	3,4
NRJ		4,4	4,0	3,7	2,4	4,7	3,9
RADIO NOVA		1,2	0,8	1,5	1,0	1,0	1,0
RFM		2,1	1,7	2,0	1,9	2,0	1,7
RIRE ET CHANSONS		2,9	1,6	2,8	1,5	2,8	1,5
RTL2		2,3	1,9	1,9	1,4	2,2	2,0
SKYROCK		5,4	3,1	6,1	3,8	4,8	3,4
Thematic programs	Total	19,0	19,8	19,3	18,7	18,2	18,6
Including							
FRANCE CULTURE		4,8	5,3	4,9	5,4	3,9	4,3
FRANCE INFO		10,7	6,8	11,0	6,6	10,7	7,5
FRANCE MUSIQUE		1,4	1,7	1,7	1,6	1,4	1,6
RADIO CLASSIQUE		2,9	3,8	3,3	4,0	2,7	3,6
Local Programs	Total	16,9	15,6	18,8	18,6	15,9	15,4
Including							
CHANTE FRANCE		1,2	0,9	1,8	1,4	1,3	0,5
EVASION		1,0	0,6	1,1	0,7	NA	NA
FIP		2,5	3,8	3,0	4,1	1,9	2,3
LATINA		2,2	1,2	2,0	1,4	2,7	1,6
OUI FM		1,7	1,2	2,0	1,2	1,5	1,2
TROPIQUES FM		1,0	0,8	1,1	1,1	NA	NA
TSF JAZZ		1,1	0,8	1,3	0,9	1,2	1,6

NA = Not Available



Radio Audience from Monday to Friday (5am - midnight)

Population in Île-de-France (13 years old and over) :

10 405 000 in 2024,

10 302 000 in 2023.

		January - March 2024	November - December 2023	January - March 2023
		AC Thousands	AC Thousands	AC Thousands
RADIO IN GENERAL		6 396	6 418	6 384
General-interest programs	Total	3 089	3 072	2 978
	Including			
EUROPE 1		508	502	452
FRANCE INTER		1 500	1 399	1 314
RMC		512	605	624
RTL		876	946	906
Music programs	Total	2 265	2 393	2 305
	Including			
CHERIE FM		235	309	260
EUROPE 2		129	120	164
FUN RADIO		189	161	162
NOSTALGIE		327	403	280
NRJ		460	380	485
RADIO NOVA		124	152	102
RFM		219	206	209
RIRE ET CHANSONS		303	293	288
RTL2		243	194	227
SKYROCK		559	626	496
Thematic programs	Total	1 978	1 990	1 875
	Including			
FRANCE CULTURE		505	503	399
FRANCE INFO		1 110	1 135	1 106
FRANCE MUSIQUE		148	171	147
RADIO CLASSIQUE		302	343	278
Local Programs	Total	1 754	1 934	1 638
	Including			
CHANTE FRANCE		124	190	131
EVASION		102	118	NA
FIP		256	312	194
LATINA		228	204	275
OUI FM		174	209	152
TROPIQUES FM		103	117	NA
TSF JAZZ		116	138	123

NA = Not Available



Audience for advertising couplings from Monday to Friday (5am – midnight) ⁽³⁾

⁽¹⁾ 1% = 104 050 individuals aged of 13 yo and over

⁽²⁾ 1% = 103 020 individuals aged of 13 yo and over

	January - March 2024		November - December 2023		January - March 2023	
	CA ⁽¹⁾	Audience	CA ⁽²⁾	Audience	CA ⁽²⁾	Audience
	%	%	%	%	%	%
RADIO IN GENERAL	61,5	100,0	62,3	100,0	62,0	100,0
NRJ GLOBAL MASSIVE IMPACT	11,2	10,0	12,0	10,7	11,8	11,0
IMPACT +	7,6	6,0	9,0	8,3	7,6	7,1
PRIORITE IDF	13,9	12,4	15,6	14,1	14,7	14,1
GROUPE M6 IDF	12,3	14,2	12,2	15,0	12,3	16,2
FIRST ILE DE FRANCE	4,1	2,8	3,4	2,7	3,7	3,7
LAGARDERE PUBLICITE NEWS	8,0	7,8	7,7	6,9	7,8	6,7
LAGARDERE PUBLICITE NEWS IDF	5,4	4,0	5,4	4,3	5,5	4,2
LIP !	8,8	6,8	8,3	6,9	8,4	7,9
LES INDES RADIOS	12,0	8,7	13,2	11,1	12,1	9,7
LES INDES CAPITALE	9,0	6,4	9,7	7,8	8,7	7,2
NOVA AND FRIENDS	2,3	1,5	2,8	1,9	2,1	2,5
PARIS - IDF +	3,4	2,4	4,6	3,3	3,3	3,1
G1981 - IDF ALL ACCESS	5,1	3,0	5,5	3,5	5,9	3,8
G1981 - IDF AVANTAGE ACCESS	4,5	2,6	4,8	3,0	5,2	3,4
G1981 - IDF PREMIUM ACCESS	3,9	2,4	3,9	2,6	4,1	2,8
G1981 - IDF LOCAL ACCESS	1,5	0,6	1,9	0,9	1,9	1,0
HPI GROUPE IDF	2,6	2,0	3,5	2,3	2,6	1,6
LES FRANCILIENNES	1,5	1,2	2,2	1,1	1,6	0,9

⁽³⁾ Composition of the couplings is available on 5th page.

Audience of aggregates by status form Monday to Friday (5am – midnight)

	January - March 2024		November - December 2023		January - March 2023	
	CA ⁽¹⁾	Audience	CA ⁽¹⁾	Audience	CA ⁽²⁾	Audience
	%	%	%	%	%	%
RADIO IN GENERAL	61,5	100,0	62,3	100,0	62,0	100,0
PUBLIC SERVICE RADIO STATIONS	27,1	38,3	28,5	34,2	27,0	34,2
Including : RADIO FRANCE	26,5	37,3	27,9	33,7	26,7	33,9
PRIVATE COMMERCIAL RADIO STATIONS	43,1	57,6	44,6	61,7	44,5	62,3
PRIVATE ASSOCIATION RADIO STATIONS	1,5	1,6	1,5	1,5	1,1	1,4



Composition of advertising couplings

During the January-March 2024 period, advertising couplings were made up of the following stations:

NRJ Global Massive Impact = Chérie FM, Nostalgie, NRJ, Rire et Chansons

Impact + = Chérie FM, Nostalgie, Rire et Chansons

Priorité IDF = Chante France, Chérie FM, Nostalgie, NRJ, Radio Nova, Rire et Chansons, TSF JAZZ

M6 Publicité Radio IDF = Fun Radio, RTL, RTL2

First Ile de France = Fun Radio, RTL2

Lagardère Publicité News = Europe 1, RFM, Virgin Radio

Lagardère Publicité News IDF = OUI FM, Radio FG, RFM, Virgin Radio

LIP ! = Fun Radio, OUI FM, Radio FG, RFM, RTL2, Virgin Radio

Les Indés Capitale = Ado (ex Swigg), Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, M Radio, MBS, Radio Orient, Sud Radio, Tropiques FM, Urban Hit, Voltage

Nova and Friends = Radio Nova, TSF JAZZ

Paris - IDF + = Chante France, Radio Nova, TSF JAZZ

G1981 - IDF All Access = Ado (ex Swigg), Latina, OUI FM, Voltage

G1981 - IDF Avantage Access = Latina, OUI FM, Voltage

G1981 - IDF Premium Access = Latina, OUI FM

G1981 - IDF Local Access = Ado (ex Swigg), Voltage

HPI Groupe IDF = Chante France, Evasion, Lovely, MBS

Les Franciliennes = Générations, M Radio

Les Indés Radios = 128 following stations:

100%, 47 FM, Activ Radio, Ado, Africa Radio, Alouette, Alpes 1 Alpes du Sud / Alpes 1 Grand Grenoble, ARL, Beur FM, Blackbox, Canal FM, Cannes Radio, Cerise FM, Champagne FM, Chante France, Collines La Radio, Décibel (Bretagne), Delta FM (Hauts de France), Direct FM, DKL Dreyeckland, Echo FM, Est FM, Evasion, FC Radio, FGL-Fréquence Grands Lacs, Flash FM (Nouvelle Aquitaine), Flor FM, FM 81, Forever, Forum, France Maghreb 2 (province), Fréquence Plus, Fusion FM, Galaxie Radio (Hauts de France), Générations (IDF), Générations (Lyon Métropole), Grand Sud FM, Happy Radio (ex Bergerac 95), Hit West, Horizon (Hauts de France), Hot Radio, Impact FM, Inside Radio, Jaime Radio, Jazz Radio (D), Jazz Radio (B), Jordanne FM, K6 FM, Kernews, Kiss FM, Kit FM, La Radio Plus, Latina, Latitude, Like Radio (ex Dici Radio), Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Mélody d'Azur (06,83) (ex Radio Emotion), Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTI, N'Radio, Nice Radio, Océane, ODS Radio, OUI FM, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Plein Air, Plein Coeur, Radio 6, Radio 8, Radio Alfa, Radio Bonheur, Radio Camargue, Radio Caroline, Radio Contact, Radio ECN, Radio Espace, Radio FG, Radio Flash (Occitanie), Radio Intensité, Radio Isa, Radio Mélodie, Radio Ménergy, Radio Mont-Blanc, Radio Numéro 1, Radio One, Radio Orient, Radio Scoop, Radio Star Sud, Radio Star (Bourgogne-Franche Comte, Grand Est), Radio Studio 1, Radio VFM-Vire FM, RCA, RDC-Radio Couserans, RDL, RMB-Radio Montluçon Bourbonnais, RMN - La Bretagne en Musique, RTS, RVA, RVM (Grand Est), Sea FM, Sud Radio, Sweet FM, Tendance Ouest, TFM, Tonic Radio, Top Music, Totem, Toulouse FM, Tropiques FM, Urban Hit, Vibration, Virgin Radio (Ex Virage Radio), Voltage, Wit FM.



Definitions

Aggregates by status

Public service radio stations include all Radio France and RFI-Radio France International radio stations.

Radio France : Fip, France BLEU, France Culture, France Info, France Inter, France Musique, Mouv'.

Private commercial radio stations include all local, regional and national commercial stations.

Private association radio stations include all stations for which advertising is worth less than 20% of revenues.

Others programs include foreign radio stations, other of unidentified stations radios, stations without a status, and those which did not provide information.



Définitions

Aggregates by radio formats

General programs: Europe 1, France BLEU, France Inter, RMC, RTL.

Musical programs : Chérie FM, Europe 2, Fun Radio, M Radio, Mouv', Nostalgie, NRJ, Radio Nova, RFM, Rire et Chansons, RTL2, Skyrock.

Thematic programs : BFM Business, France Culture, France Info, France Musique, Radio Classique, RFI-Radio France Internationale.

Local programs : FIP, Les Indés Radios, TSF JAZZ, other local radio stations not affiliated to a national network.

Audience indicators

AA: Average Audience = Average audience per quarter hour, in percentage of the population or in thousands.

CA: Cumulative Audience = All individuals having listened at least once during the time slot or the day (5 am-midnight), in percentage of the population or in thousands.

TSL: Time Spent Listening per Listener (in hrs/min).

AS: Audience share (market share) = The share of the listening volume of a station, an aggregate or a coupling in the overall listening volume of the radio media.



Events over the period

Over the January to March 2024 survey period, between 1 January 2024 and 31 March 2024, the news was marked by events that were likely to have an impact on radio listening behaviours:

3 January: a terrorist attack in southern Iran leaves 103 dead and over 170 injured. The Islamic State group claimed responsibility for the attack.

9 January: in France, Gabriel Attal is appointed Prime Minister, replacing Elisabeth Borne.

11 January: the cabinet reshuffle takes place.

15 January: the Republican primaries start in the United States. **6 March:** Donald Trump is the only candidate for the Republican Party nomination.

Starting on 18 January: a series of protests and road blockades are organised by farmers to warn of the economic situation in their industry. The movement gradually spreads across France.

5 February: in England, Buckingham Palace announces that King Charles III has cancer.

6 February: actress Judith Godrèche officially accuses director Benoît Jacquot of raping her when she was a minor, freeing people to speak out about sexual violence within French cinema.

16 February: Vladimir Putin's main opponent, Alexei Navalny, dies in prison.

17 March: Vladimir Putin is re-elected President of Russia.

23 February: the French film "Anatomy of a Fall" wins 6 awards at the Césars ceremony.

8 March: in France, women's freedom to have an abortion is officially enshrined in the Constitution.

20 March: the United States presents a plan for an immediate "ceasefire" in the Gaza Strip for the first time to the UN.

22 March: a terrorist attack in a Moscow concert hall kills 133 people. Islamic State claimed responsibility for this attack.



Survey Characteristics



Interviews conducted between 1st January and 31st March 2024 in a population of individuals aged of 13 and over, living in Île-de-France : 3 512 interviews for the Monday - Friday period.

- Audience information gathering on the previous day (from 5.00am in the morning to 5.00am the previous morning of the interview) carried out spontaneously. The interviewee lists the names of the radio stations they have listened to, without any prompting.
- Interviews were carried out between 3.30pm and 9pm (call start time) on mobile phones and on landlines (including numbers beginning with '09') in order to reach as many individuals as possible.
- The audience results focus on the « Monday-Friday » time base created by excluding Days of Least Activity (DLAs), days for which the national activity rate is less than 55%. Over the January-March 2024 period, 3 DLAs was recorded : Monday 1st January, Tuesday 2nd January and Wednesday 3rd January.
- Daily monitoring of socio-demographic representativeness of the sample with equal distribution of the interviews among the days of the survey.
- Only the cumulative audience can be used to calculate the number of listeners :
cumulative audience (as a %) x 104 050 = number of listeners.

The same calculation cannot be performed using audience share points.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2023, Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press Contacts :

Isabelle Lellouche-Filliau
Tél : 01 47 58 97 26
ilellouche-filliau@mediametrie.fr

Juliette Destribats
Tél : 01 47 58 97 55
jdestribats@mediametrie.fr



Media Glossary
Check 500+ definitions on